



State of Public Diplomacy Practice

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Capitol Visitor's Center
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Government Accountability Office: Key Points

Jason Bair

1. Agencies should improve their assessments of results
 - Results need to be better linked to overall strategic objectives;
 - Sometimes results need to be assessed at more granular level to inform program decisions.
2. Scarcity of resources heightens the need to assess overlap duplication in international broadcasting

Government Accountability Office: Key Points

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3. State Department's Public Diplomacy workforce faces persistent challenges
4. Interagency coordination of public diplomacy is critical to achieving U.S. goals

Office of Inspector General: Key Points

Michael Hurley

OIG looks for cost savings; areas for improvement; counseling; rightsizing.

1. Is Public Diplomacy in the game?

- Planning and relations with front office and other Embassy elements

2. Budget: Management of grants; annual planning

Office of Inspector General: Key Points

Michael Hurley

3. Social Media: What is its purpose and use?

4. Innovative Practices

Office of the Historian: Key Points

Dr. Seth Center

1. The “Golden Age” of PD was Not Always so Golden
 - America’s PD was rebranded a success story only *after* the collapse of the Soviet Empire;
 - Presidents and Congressmen could not comprehend how information programs seemed incapable of blunting anti-Americanism abroad and building sympathy for US policies.
2. Public Diplomacy is Still in its Adolescent Stage in the State Department
 - Full integration after the merger is still unfinished, but, substantial change can be overlooked in the maelstrom of daily crises and the slog of bureaucratic inefficiency.

Office of the Historian: Key Points

Dr. Seth Center

3. Whole-of-Government Public Diplomacy Efforts Left a Trail of Forgotten Acronyms and Aborted Strategies
 - Well before 9/11, officials tried to integrate the disparate civilian and military elements involved in information policy.
 - PD leaders believed they had created effective structures and strategies for interagency coordination at the time, but they rarely institutionalize.
4. Public Diplomacy and Traditional Diplomacy are Converging
 - The core goal of public diplomacy is inseparable from the core American objectives of promoting and defending the free flow of goods, ideas, and people.
 - Secretary of State initiatives, i.e. “Transformational Diplomacy” or “Smart Power”